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- Friends (451)
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Talon Newspaper

Studied at Avila University Lives in Kansas City, Missouri From Kansas City Missouri

20





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Status Update: Everyone vent your frustrations pg. 5

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Guess Who's Watching You? pg. 3

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Relationships vs. Facebook pg. 2

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# Relationships vs. Facebook

Post By James Chapman and Emilee Bickleman

Long-distance relationships, do they work or do they fail horribly? I guess it depends on who you ask. Some say "if you really love the person, you can make it work." Boring! That is way too cliché for me.

Those people are usually lying about their own relationships to make themselves feel better. First, let's define a long-distance relationship: being separated from your significant other by a considerable distance. So this definition really is a perception on how far is considered a "considerable" distance. For me, I think 6-8 hours or more away, is long enough, and I know some of you might think differently. Either

way, I am about to explain why long distance relationships do not work and how your favorite social media, Facebook can, and will, destroy your long distance relationship.

Facebook has the ability to take over your life. Everything you put on Facebook is there for the world to see; who you meet, your photos, daily thoughts, the people you become friends with, and who "likes" the things you post. Guess who hates not being able to physically be there when these events happen in your real life? Your partner. Here is what I think are the 6 reasons your long distance relationship is going downhill.

- **Step 1:** frustration. You and your partner start to become frustrated with not being able to be in each other's lives and meet the same people.
- **Step 2:** the distance. It has an ability to wear on your physical needs. Your partner is not just around the corner anymore, or a quick drive to the next town. They are a day drive or a flight away which means, spending money that you probably do not have.
- **Step 3:** jealousy. Back to Facebook. You're meeting new people, especially those of the opposite sex; going to parties on weekends, taking pictures with others, and creating new memories without your significant other. People are writing on your wall and liking your photos. The opposite sex is dangerous for your Facebook wall.
- **Step 4:** trust starts to fade. Without even seeing it coming, the trust factor smacks you in the face. The questions of who is he/she? Why are you taking pictures with another girl/guy? And you're sitting there in shock that your trust is even being contested because you attended a social event.
- **Step 5:** unnecessary fights occur. You find yourself fighting with your partner over the smallest details, most found on Facebook. The "like" button is a dangerous one. And now Facebook allows you to see random people's past history with each other. Your partner starts to Facebook "creep" on the people you meet. They are trying to find something that you're not telling them because there is no chance of you being faithful to them anymore and they won't fully believe what you say. Trust is depleted.
- **Step 6:** Finally the last step before hitting rock bottom, "On to the next one." You become so emotionally beat and drained because of fights, and trying to prove your innocence, in this case you just have to give up on the relationship and call it quits. It is tough, but clicking the delete button on friends and disconnecting them from your life is the only way to fully end things. It's weird to say it, but to end things you must do it in person and online.



These 6 steps will vary from couple to couple, and may not have an impact for some. But, it can happen quicker than you think, or before you even realize. To help your relationship stay alive I suggest "Skype dates" and phone calls; do not let Facebook ruin your relationship.

# Guess Who's Watching You?

Post By Danielle Amey

A recent survey of 500 top colleges in the United States found that 10% of Admissions Offices acknowledged looking at social-networking sites to evaluate applicants. Of those colleges

making use of the online information, 38% said that what they saw "negatively affected" their views of the applicant. According to the survey conducted by the education

company Kaplan, only a quarter of the schools said their views were improved

Few college Admission departments stated that they had rejected students due to the material on social media sites. The Kaplan Company surveyed educational institutions with the most selective admission processes.

Admissions Offices have acknowledged viewing social-network sites; specifically that of Facebook, to evaluate applicants. Yet, some colleges choose to use such social media as a communication tool rather than a primary factor in the admission of a student.

According to the majority of colleges surveyed, there has not been a policy made for when it is appropriate for school officials to view prospective students' social-networking site(s). There are obviously no clear boundaries or limits. Such a lack of guidelines has provoked a debate among Admissions Offices. Several representatives maintain that an applicants' online data is public information that colleges or universities can review. Yet, others say that reviewing social-network(s) of

students is an uncomfortable process.

Has college's recent interest in social-networking sites lead students to "rethink" their online behaviors and habits, and/or to remove or revise postings? The Kaplan education company and several academic advisors say students seldom restrict public access on social-networking site(s) and, in any case, damaging information can find a way to leak out, especially with a nationwide high school graduating class of 3.3 million students.

Advice for applicants is to refrain from including material that is of gratuitous informality which could hurt them in the college admission process, regardless of the availability to restrict public access. Students' should think: "Is this something I want my grandmother to see?" Or better yet, "Is this something I want an employer to see?"

Employers also use social media sites to review potential employees and to check up on the activities of current employees. Social-networks provide employers with information about applicants and employees that would otherwise be unobtainable. Personal information that has previously been off-limits to employers (race, gender, age, sexual orientation or political affiliation) is now made readily available and used within the hiring or firing process.

Social media is a tool that provides easier interaction, more efficient awareness, and inspires creativity and imagination. Yet, such a trend can leave an "online footprint" for students and employees that can potentially have consequences. So please, network responsibly. Think before you type.



# I saw it on Facebook!

Post By Hayley Keith

Are you a Facebook creep? Those who have a facebook account can be updated daily with new gossip and information with a simple click. There are currently more than five hundred million active users, using devices such as computers and mobile devices to keep the world in sync with their daily life. Facebook has become so popular that almost everyone has one. If an employer wants to

get some background on a future employee, they simply type in the name and their page shows up. Likewise with parents of boyfriends/ girlfriends, if they want to look at whom their child is dating, they can type in the name of the significant other and find out information instantly. This is why it's important to keep facebook pages safe and secure! It's hard to tell who is "creeping" on you!

As said before, facebook keeps us more than updated; information overload! "There is definitely tons of information that I

don't care about and people that I don't want to hear from. Seeing that they got a new item on Farmville or seeing their horoscope doesn't interest me in the least bit," says sophomore Morgan Ward. Information like this can be avoided. If people focus on only having friends that they know, less unimportant information would be revealed. "I've started deleting people off of my facebook that I don't know/ don't associate with. I used to just accept everybody, but now if I see something or someone that posts unnecessary things, they get 'de-friended'" Ward says. Again, it's important to friend those who you WANT to see your page and those who you don't mind getting newsfeed from.

Others say that they enjoy all of the information, "I like Facebook because it helps me stay in touch with friends that are back home [Nevada]," says Senior Nate Adamson, "I have never considered deleting my Facebook because I've never had problems with it or the people I'm friends with." It seems that Facebook has the capability to not only network, but also help keep friends connected. Users can see what their friends are doing through newsfeeds, pictures, comments, etc.

Want to avoid the information overload? If yes, then carefully secure your page. One way to secure your page is by going through and making sure that the information that is posted on your Facebook is "seen by friends" versus "everyone." This will keep unwanted friends from looking at your page. Also, be cautious of what you "like" on Facebook as far as pages go. If an account user of Facebook "likes" the "Dancing with the Stars" page, then the owner of that page has access to their account. Facebook can be quite the information overload, but with these tips, the information will soon diminish into some interesting stuff!





# Status Update: Everyone vent your frustrations

Post By Gabriela Fierro-Cheda

We all know about social networking and how it is affecting the world. Through Facebook, people meet new family members, friends and spouses, socialize with their old schoolmates, kill boredom with fun games, and surprisingly enough it can even be therapeutic. As a matter of fact, Urban Dictionary has created a term for it: Facebook Therapy, it is "Putting all your trials and tribulations as your Facebook Status for all to see."

Parents are showing concern that their kids will not be able to have "alone time" to reflect on their problems and learn to cope. Statuses are now a way in which people share their resentments and anger with the world without having to look another person in the face. Statuses like "I hate you" and "I can't believe you didn't say hi to me when you saw me today" make it easier for the person to sit behind a screen and "tell" the whole world about their life.

Collect a week's load of statuses and you have the formula for an award-winning soap opera.

On the other hand, writing about their problems can help relieve stress (except when it comes to anger, as it tends to increase, not release), and having an audience might open a door for help, but when it comes to publicizing much more private affairs this is best left to a few close friends and not all Facebook "friends," you know those people you really don't call your friends. Those people added to increase that much coveted 1,000

friend mark. Becoming socially awkward is a risk in this setting, and might even create a spectacle of entertainment.

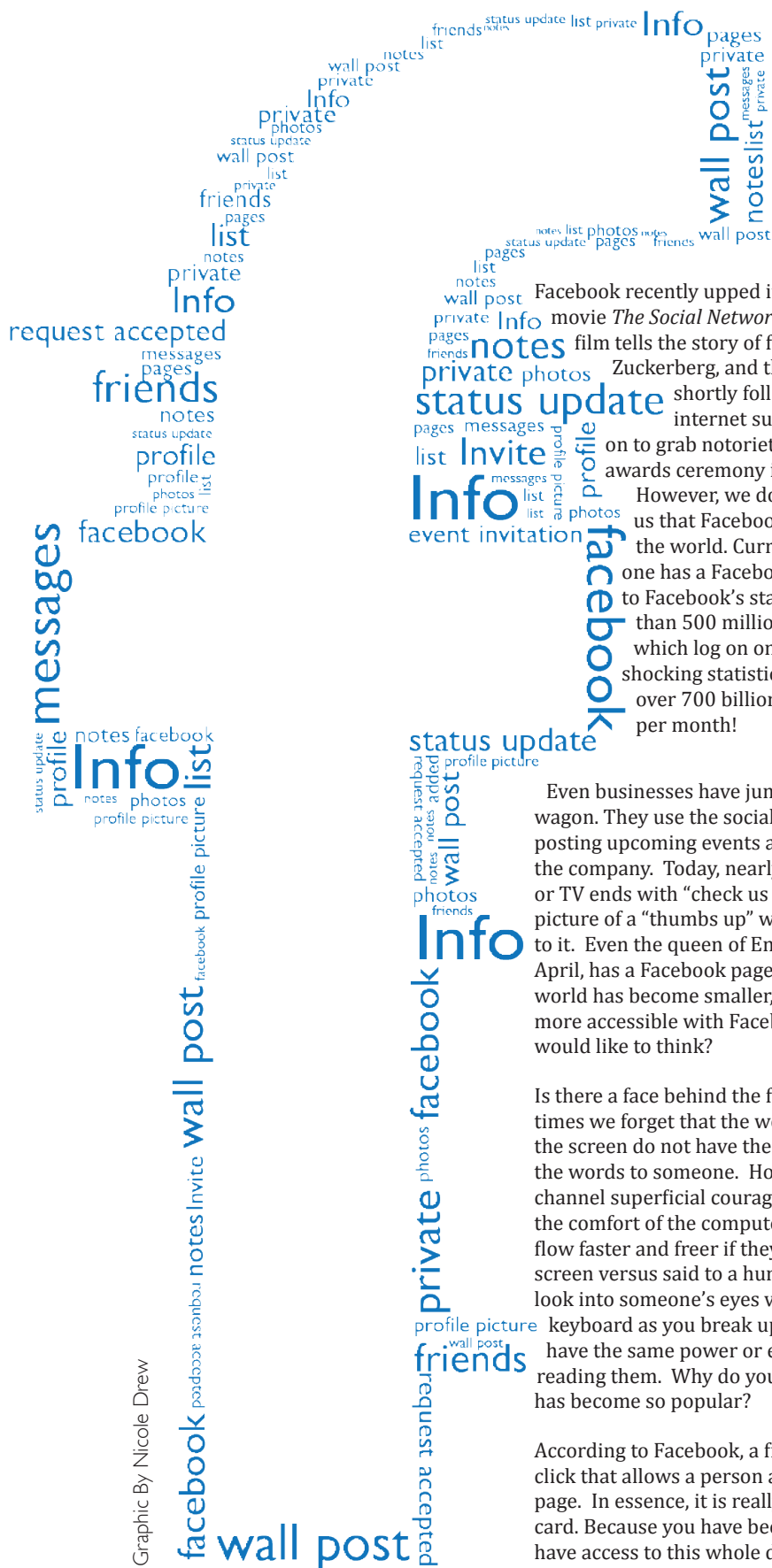
Facebook has its merits, it has become a tool in toppling oppressive governments, and it is a revolutionary way to communicate with the world, receive news and provide entertainment. However, as with all good things, it can be misused for ill-intended purposes.

*"Statuses are now a way in which people share their resentments and anger with the world without having to look another person in the face."*



# Is the

Post By Emily



Graphic By Nicole Drew

# Are a Face behind Facebook

Heid

hang out and spend quality time with all your “friends” on facebook in the *real* world outside of your computer time? How many people that are your “friends” on Facebook could you pick out of a crowd? Lisa Kudrow, made famous by playing Phoebe on *Friends*, declared November 17 National “Un-friend” Day because her “friends” on facebook were getting of control.

Let’s hit another Facebook issue...privacy. In the world today, people complain more and more about privacy, or lack thereof. Everyone feels entitled to it. As teenagers the bedroom door is the most sacred part of our room because it creates the illusion of privacy. Even in the real world, adults carve out their space at work. Now medical offices will not release medical information, even to spouse or parents, because they want to give the patient his/her privacy. In the political climate, voters clamor for privacy. Why does the government need to know this or that? It’s private, yet with the latest airport security procedures, NOTHING is private anymore. However, the word privacy appears nowhere in the constitution, yet we as Americans feel it is our right.

Ironically, people forget about privacy when it comes to Facebook. There is no lock on that bedroom door, heck; there is not even a door! And how many school assemblies have you sat through warning against the dangers of posting your private information – that information posted on Facebook could come back to haunt you? As boring as those speakers were, there is truth to what they preach. But that doesn’t stop people from posting their entire lives on an internet site that goes out to all of cyberspace. Oh sure, there are security levels one can pick to limit who sees what, but if you read or saw *The Girl with the Dragon Tattoo*, you know a mere security setting is not going to stop a hacker (or worse) from accessing your page.

Personally, I am the last of the Mohicans when it comes to Facebook. I never had and never will have a Facebook page. I’ll admit Facebook is a great networking sight and a fabulous way to find people. But as a communication tool, and sadly it is starting to become the primary communication tool, I think it is highly overestimated. If you want to talk to me, pick up the phone and have a real

conversation without lingo and short hand. This semester, I received a syllabus that states, “E-mails to professors are not the same as texts [or Facebook comments] to your friends. E-mails to us should begin with a salutation, use proper grammar and spelling, and conclude with your name.” Have our social skills become that nonexistent that we need reminded how to properly address teachers?

I like friends in the true sense of the word, not the Facebook meaning. And for those whom I have drifted away from, a “hey” on facebook is not going to rekindle the fires of sixth grade. I, for one, LOVE the bedroom door and am not a fan of parading my life on a website. Call me crazy, but I don’t think the world needs to know my status is “plucking my eyebrows”.

After doing some research on campus, I found I am not the only anti-facebook person out there. There is a growing trend of students closing their Facebook accounts. Jason Jacobs, a senior in Advertising and PR, recently shut down his account after a creepy stalker crossed the line. Almost costing Jacobs his girlfriend, he realized Facebook was just not worth it. “It is really addicting, such a time waster,” Jacobs said. Lynette Gavin, a junior Advertising and PR major, closed her account nearly a year and a half ago because it she spent hours on end “Facebook stalking” people. But unlike Jacobs, she plans to reopen her Facebook account once she is in the business world. “I want to use it for business reasons, not for social ones,” Gavin has said.

So, what will become of this book of faces? Jacobs thinks Facebook “...is a fad, just like MySpace.” Will Favebook still be around in ten years? Perhaps by then, communication will be done solely through a keyboard and the insignificant amount of social skills we currently possess will be totally gone. What do you think? Will we be the stereotypical future people depicted in movies? Will our greatest interaction be with a computer? I’d be interested to know your thoughts. But don’t post your comments on my facebook, because here is my current status: Facebook is overrated.

# Military takes impe

## Especially those involving

Post By Christina Parisse

There are various Facebook scams. Whether it is a “Free laptop by clicking on this link,” or “This girl killed herself after watching this video.” It is also common knowledge that the “face” on Facebook may not actually be the person at all. The newest scam to hit the Facebook market is not just stolen identity, but stealing an American soldier’s identity.

According to an article at MSN.com, these scammers are stealing pictures off of US soldier’s Facebook pages and creating a duplicate page under a different name. They then friend various women and begin romanticizing them by telling their sad tales and soon enough asking for money. One of these targeted soldiers was discharged 26 year-old Army Sergeant James Hursey. Hursey was the one who actually found his pictures on another man’s Facebook page; pictures that had originally been posted on his mother’s Facebook. The scammer posing as Hursey claimed to be an active soldier looking for love. This scammer picked the wrong woman to mess with. He quickly friended 53 year-old Janice Robinson and immediately expressed his deep love and mad affection for her. Robinson had only accepted the scammer’s friend request because she thought she knew someone by that name. Once the scammer began to romanticize her, she knew something was up. Robinson was not stupid. She knew she was in her 50s and he in his 20s. How could he possibly love her without even meeting her? Robinson soon contacted the local television news station to report and hopefully prevent this man from harming someone less skeptical than her.

A spokesman for the Army’s Criminal Investigation, Christopher Grey, expanded on some of the various excuses scammers posing as soldiers trade to women for their money. A lot of it has to do with shotty forged documents, but a lot of the time they use the excuse that they need cell phones, laptops or money for special papers to allow them to come home on leave. Grey states that this is all phony but unfortunately, many women actually fall for this and offer their financial help. Many of these scammers live in foreign countries making it nearly impossible for the victims of these scams to get their money back. One such victim lost \$25,000.

California is the one and only state thus far to make a law stating that it is illegal to impersonate someone else online. Breaking this law can result in a fine up to one thousand dollars or a year in prison. This law seems

brilliant and might make people think twice before committing any form of identity theft, no matter how serious.

Landa Leutkenhoelter, an active Facebook user and military mom had this to say about the article:

*“Our Military men and women should have their privacy settings set to the most private level. The jobs they do to protect our freedoms should not be plastered all over Facebook for the world to see. I do enjoy the ability to see what’s up with my military son while he is away from home. It does feel as though when he is far away we are still connected easily and not in the way of other’s leisure.”*

*As a woman on Facebook I never accept friend requests from people I don’t know. You just don’t know what kind of crazy people are out there. What happens to those women is an example of not using common sense. Unless you are in a committed relationship you should never give anyone money over the internet medium request.*

*I always think California has a lot of crazy laws, however, the law making it illegal to impersonate another online makes sense. I’m not sure if tightening up our legal system & jails but the internet is an easy medium for criminals to anonymously scam their victims and be difficult for the police to track. I probably would not support such a law in all states...especially if it doesn’t help deter some of the scams that take advantage of innocent people.”*

Andrea Gartman, and Avila Office of Admission representative, and a veteran’s wife, does not use Facebook and this article only makes her more confident in her decision. Gartman said quote:

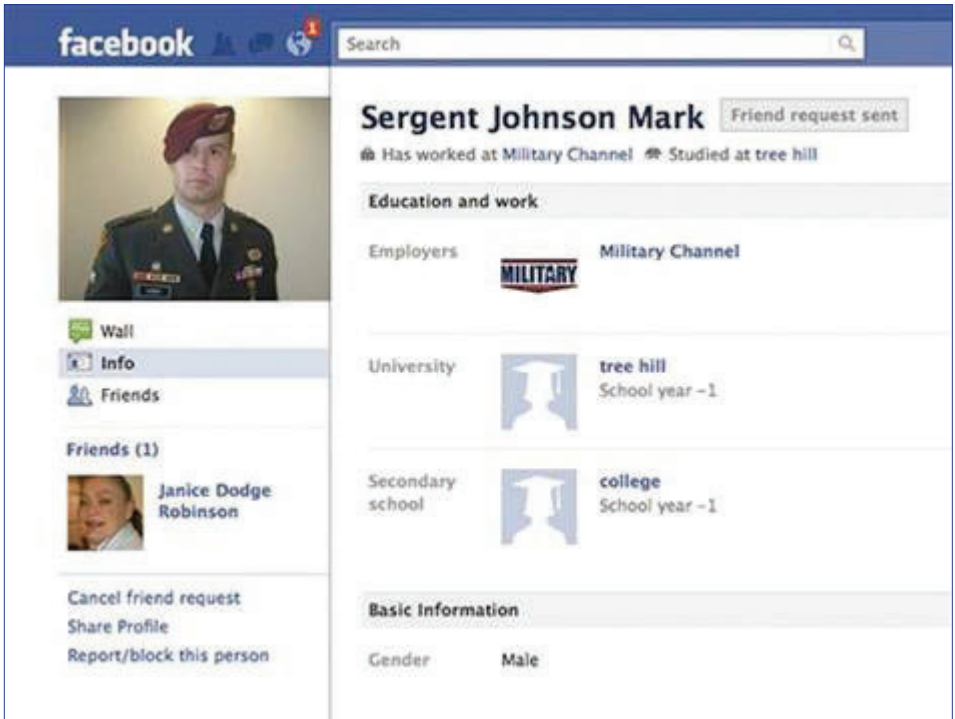
*“This is like any other scam and people should just be careful. This is why I choose not to use facebook or myspace for personal use. There are plenty of additional ways to communicate with others that does not jeopardize one’s personal well-being.”*

Scamming was wrong enough before getting our military heroes involved. Hopefully the new awareness put an end to this disrespect and leave Facebook the right faces after all.



# Personation seriously

## g life and death situations



# Inspired by Social Media

Post By Christina Parisse

We all want to find new ways to help those who are in need or to be the “Dear Neighbor” as the Sisters of Saint Joseph would say. Many college students have the desire to help those less fortunate but just are not sure where to begin. Perhaps you notice the poverty around you but feel helpless to do anything about it so you look the other way.

from the bitter cold outside, how lonely it was to be homeless or how they were relying on their faith on God. Just like the rest of us they would update frequently with whatever they might be feeling and people would read it. Three weeks into the project the men had over 2,500 followers.



According to an article on msn.com called “Homeless Men Share Their Troubles on Twitter,” several college interns at a New York Advertising agency called, Bartle Bogle Hegarty, were challenged to do something great for someone in need. They were aware of the poverty around them but wondered if anyone else was. They decided to give the homeless a voice, to raise awareness by letting others inside their terrible world. The students signed up four homeless men on pre-paid cell phones and set up a Twitter account for them. They called the venture *Underheard in New York* and were given one thousand dollars to put towards it.

The assumption might be that if someone is homeless it is because of their own bad choices, but this is not always the case. One of these men possessed a master’s degree and had worked in the paralegal field for twenty years until he lost his job and was in a car wreck with a drunk driver. Others had also lost their jobs and had been unable to find work and get back on their feet again. The men would tweet about things ranging

One of the men named Derrick let MSN use some of his Tweets. The wording is not all spelled correctly since this is typed via phone. Derrick tweeted quote:

“7:50am I have arrived at the HRA Waverly Center located at 12 West 14 Street NYC, NY. I am waiting for the doors’ to open. It is very cold.”

“I am challenged daily by thoughts of uncertainty, at times fear tries to take hold of me, discouragement,”

“Being homeless is not a fun experience; not knowing where you are going to sleep, find a meal, wash your body or gather clean clothing.”

“Many homeless people develop mental problems resulting from the stress of prolonged homelessness. A homeless person is a soul fighting..”

“Twitter is giving me an opportunity to share my experiences and the source of my strength, and reason for my hope with others.”

“I have been spending most of my time looking for employment. at times it feels as if i’m skating up hill with square wheels”

These college students used their big ideas to make a difference, help those in need and spread awareness. Instead of thinking what we do doesn’t matter or that we are too young to make a difference in someone’s life, let’s dream big and be life changers.

# Cyber banging: a new way of gang communications

Post By Taneeka T. Hill

Chicago Illinois, also known as Chi-town and The Windy city, is known for many historical events. The cities notoriety is expressed as home of one of the tallest skyscrapers in the world, Sears Tower, its nationally renowned deep dished Chicago style pizza, named Best Sports City in the United States by The Sporting News in 2010 for housing two Major League Baseball teams and supported as having the most recognized basketball team in the world, The Chicago Bulls. As with anything there are always two sides. Chicago is also well known for opening the door to the underground world of gangster violence.

The 1920's prohibition era brought gangsters such as Al Capone and John Dillinger to Chicago where the birth of the gangster era would haunt the streets of Chicago for many years. After decades of violence, drugs, money, territory and respect under the hands of gangsters running the streets of Chicago, the new aged gangsters have found another method of communication, social networking. The advancement of the internet has transformed the way the world communicates and Chicago has been named one of the first to take center stage on social networking sites such as Facebook where the world of violence continues to rein in advanced technology.

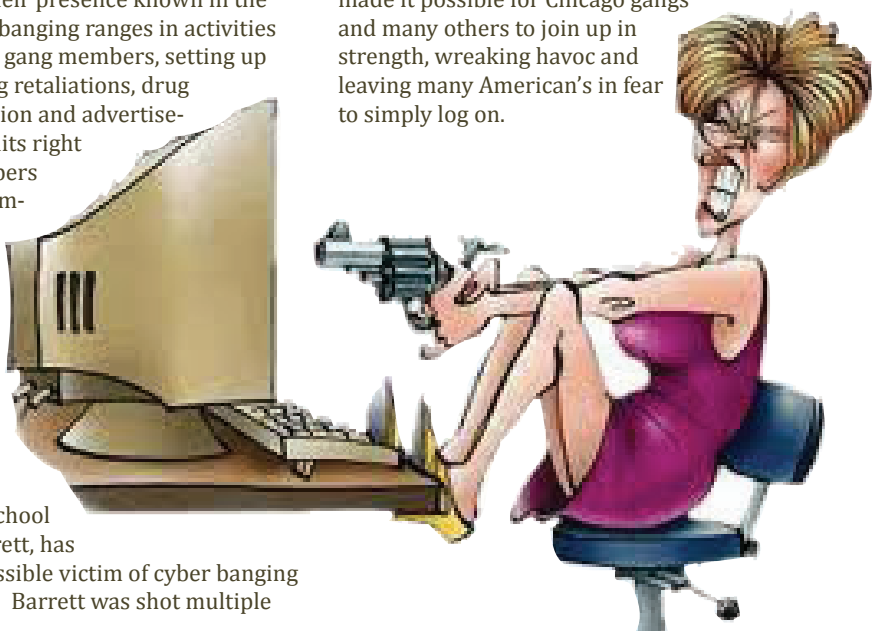
This new method of communication for gang member is known as Cyber banging. Cyber banging as a term has not yet established a formal definition but it is how Chicago gangs and many others have made their presence known in the cyber world. Cyber banging ranges in activities from threats to rival gang members, setting up war zones, arranging retaliations, drug trafficking, prostitution and advertisements for new recruits right from the gang members fingertips. Gang members are setting up Facebook accounts and downloading videos, pictures, posting threats and spreading rage to anyone that will view them via the internet.

A 17 year old high school student, Martel Barrett, has been named as a possible victim of cyber banging through WGN News. Barrett was shot multiple

times just blocks away from his home in West Englewood. Several family members and friends identified a possible suspect through social networking sites, where the suspect was found in several videos waving guns, gang signs and posting threats against any rivals. Chicago Police Fugitive Apprehension Section, the Gang Enforcement Team, and the United States Marshall Service apprehended 18 year old Timothy Lightfoot in Urbana, Illinois after several tips lead to his arrest in connection with the death of Barrett. Lightfoot who was already a convicted felon was charged with one count of first degree murder and is awaiting sentencing.

Because of the growing alarm of violence in cyber banging law enforcement has taken a creative approach of their own to put a stop to the violence advocated by gangs. Special units are anonymously joining social networking sites and interacting with gang members. By creating fake user names and identities, law enforcement has gained respect, virtual territory and has been privileged to the whereabouts of narcotic sells, retaliation plans, illegal gun operations and other crimes in an attempt to beat gang members at their own game.

It seems that social networking sites such as Facebook have changed how people communicate and criminals have taken advantage of the advancement as well. Faster communication along with reaching a greater geographical distance has made it possible for Chicago gangs and many others to join up in strength, wreaking havoc and leaving many American's in fear to simply log on.



# Facebook vs. Father Time

Post By Josh Grimes

Facebook has taken our generation, country and globe by storm captivating the hours citizens; americans in particular spend on the computer using the social networking media. Questioning if tagging friends, poking, messaging, liking comments, chatting as well as farming your crops, cooking a hamburger or most recently being able to create your University is healthy for our social lifestyle. Nelson media states that people spent an average of 55 minutes on Facebook a day which averages around to 30 hours a month. This seems to be on the low end of the Facebook usage spectrum as college students at Avila stated they would estimate well over an hour each day on the booming social media gateway. Facebook has changed our lives in ways of communicating as well as a way to spend money along with target market advertising. As Facebook opens many passages as easy to use software makes it come to students and users as almost second nature to continue to update and check their "news feeds" every hour and sometimes even every minute. By interviewing Avila student Matt Birk Facebook use came in a different light through a few questions.

Talon: "How many hours a week are you on Facebook?"

Matt: "Give or take a few hours a day so I suppose like 25 hours a week."

Talon: "What do you use Facebook's social network for?"

Matt: "I use it to keep in touch with friends, family and share online media and I play a few of the interactive Facebook games like College Town."

Talon: "Have you ever spent money of a Facebook credit account to play games such as Farmville?"

Matt: "No spending money on things you can play for free is a lost cause I don't understand the logic of the people that do, they are just online games?"

Talon: "Does Facebook seem to be a necessity to the current college student?"

Matt: "Facebook now has so many capabilities that it seems like there really is no downside in using them for what they are for. Facebook is a social tool students use to maintain their social life online among all the chaos of college

life. It makes time for people to stay in touch among all the homework, jobs people work and extra curricular activities. Now people don't even have to call each other or meet up to stay connected.

Talon: "What would you be doing during the time you are on Facebook if you were not such an avid user?"

Matt: "Usually it doesn't interfere with homework or anything I do that is important, I usually only do it in my spare time when i am not at soccer practice or in class, so maybe watching T.V. or playing video games."

As many students such as Matt are able to use Facebook in a positive proactive way to stay connected with peers, many others allow it to consume their daily routine accessing it from their phone as well as local, private and residential computers. Will Facebook eventually carry more value than a social piece to the puzzle? What will they come up with next?



Matt Birk an Avila junior lets us in on some of his Facebook habits.



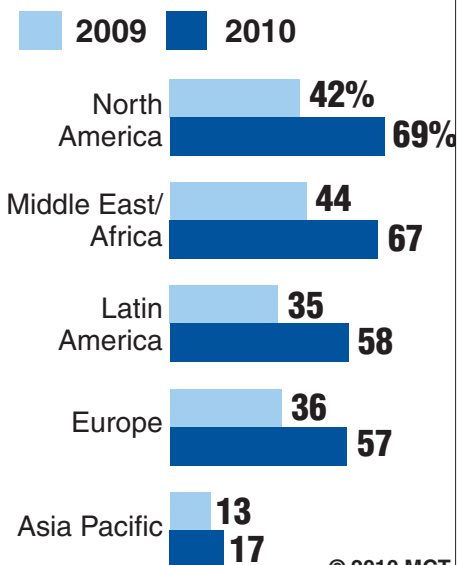




# facebook

## It's a smaller world now

Facebook's market penetration as a percentage of all Internet users, by regions:



© 2010 MCT

Source: ComScore

Graphic: Los Angeles Times

## The Communicators

Now on Talon.tv



Photo by: Chapeau McDonald Logo & Design by: Valerie Reed

### Communications

"Careers connecting people, ideas, & media"



School of Visual & Communication Arts

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# Facebook is the New OZ

## A FB Perspective from a non-Digital Native

Post By Janet Banks

Facebook is a social network created by a young man from Dobbs Ferry, New York. His name is Mark Zuckerberg. The spark for the idea of facebook began at Harvard University, with formulas, algorithms, and scientific links. He has been CEO and president since 2004. Zuckerberg made it possible to do something no one has ever done, and that is the ability for people to connect with one another all around the world. Some would say he's just like the Wizard of Oz.

Just like the Wizard of Oz, he has ignited the imaginations of people all over the globe with the use of facebook. He has given people the ability to connect with one another by giving out their personal profile such as their name, age, city or country they live in, educational background, relationship status, along with an appealing photo of themselves or not. With the use of facebook a person in Africa can have a conversation with a person in Kansas city in real time. In addition, you can get information about local events, national events, and international events, even before the 'legitimate' media hears about it.

Mark Zuckerberg has created an avenue where people can connect with thousands of "perceived friends." So, with this way of connecting with people, it has created a kind of addiction because you have to keep up with what your thousands of perceived friends are doing daily. People are responding to one another by staying on facebook for hours a day.

Like the wizard, is it a real connection that the public is making with one another or is it a facsimile of a relationship?

There have been people who have met and married one another, because of their chance meeting on facebook, but

what about all the correspondences that don't end in an intimate relationships? Can Mark Zuckerberg be held



Facebook president and CEO Mark Zuckerberg.

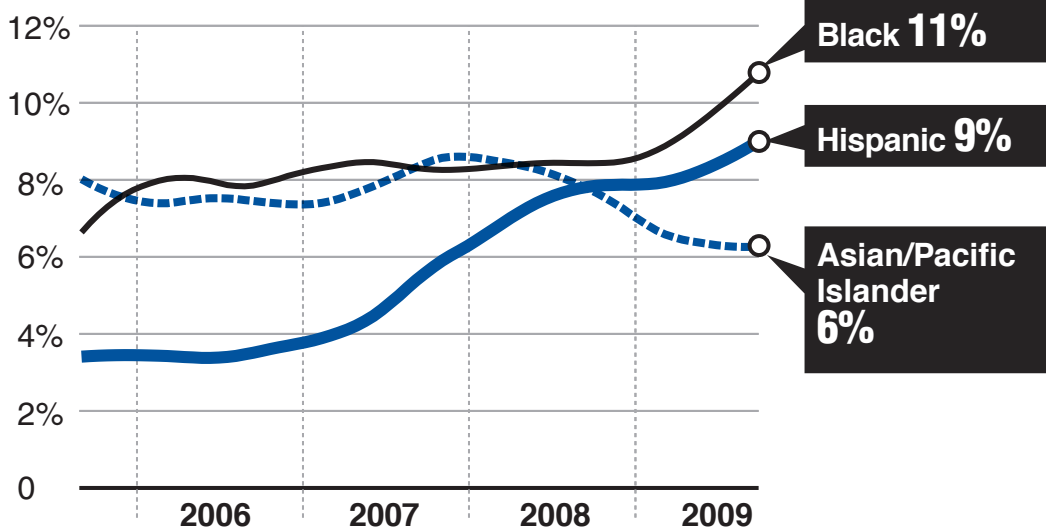
responsible if there is no true intimacy because of his creation? When the many people who log in looking for something specific and is social networking like a cyber-soul-mate taking the place of the personal touch?

It is contemporary technology and seems to be the direction where the social networking phenomenon is moving us in the future. The new world of networking on line is changing the landscape of how we communicate as people. The human touch is being erased. Therefore, we can't blame Mr. Zuckerberg; he just put it out there, and the world has responded in kind. Facebook users have friends in places they will probably never come in contact with in their lifetime.

The imagination of Mark Zuckerberg has made it possible. This is now the way of the world. Will facebook users today want pseudo-friends to replace their 'real' friends? How would the Wizard of Oz respond to that question? How would Mark Zuckerberg respond to that question? The facebook saga continues. Stay tuned.

# Diversity on facebook

Through 2006, blacks and Latinos made up a smaller share of users on Facebook than the general population, while Asians and whites were overrepresented. But, according to a new study released by Facebook, the social network is rapidly growing more diverse, particularly in 2009.



Source: U.S. Census, Facebook  
Graphic: San Jose Mercury News

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